INSIDE TALK
WEBINAR SERIES

Enabling FP&A Digital Transformation through Streamlined & Collaborative Processes

Eric Baldwin
Elaine Mintz

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The Association of Accountants and Financial Professionals in Business

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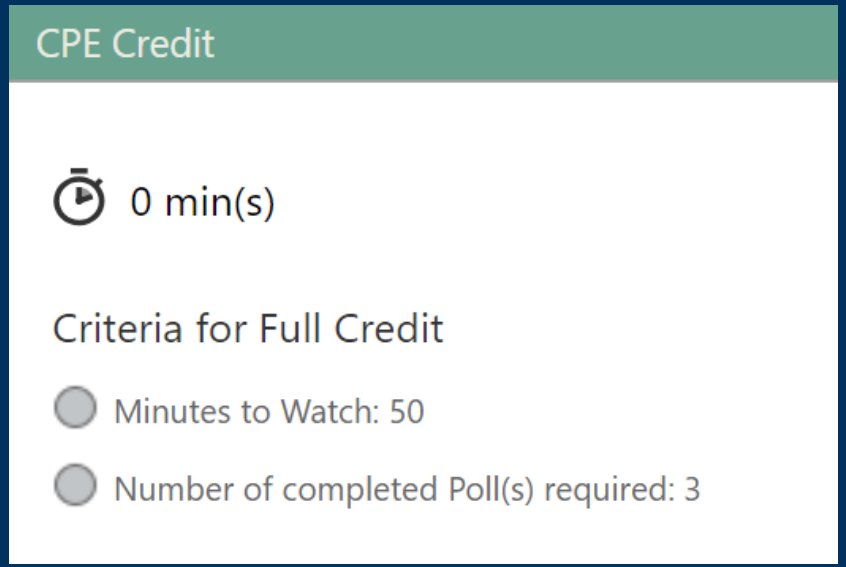

Moderator

Sue Khawaja

Business Development Manager

IMA

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Featured Presenter

Eric Baldwin
VP Customer Success
Jedox, Inc.

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Eric Baldwin's Biography

- Eric Baldwin brings 20 years of professional experience in Solution Advisory, Customer Success, and business process optimization to his role as Vice President of Customer Success for Jedox, Inc. His background in database design and software development have guided his focus on end-to-end solution delivery for clients in a variety of industries including telecommunications, transportation and logistics, and manufacturing.

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Featured Presenter

Elaine Mintz
Senior VP Finance
Insomniac Events

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Elaine Mintz's Biography

- As Senior Vice President of Finance at Insomniac, a leading producer of music events in partnership with Live Nation, Elaine oversees Finance, Information Technology and Human Resources. Respected as an innovative voice in financial management and business strategy, she plays a key role in business development, optimization and automation. As a female member of the senior executive team, she also drives diversity and inclusion initiatives, enabling leadership roles for deserving underrepresented candidates.
- Prior to joining Insomniac, she held Controllership positions at DreamWorks, Saban Brands, Paramount Pictures, The Walt Disney Company and Universal Studios. Her career has focused on performance metrics, continuous improvement initiatives and leading practices that drove efficiencies and profitability. Elaine has expertise in building high performance finance and accounting organizations that deliver results that exceed expectations.
- Elaine has worked in the entertainment industry for over 25 years. She holds a Bachelor's Degree in Business and Accounting from the University of Southern California. She is a graduate of Disney's Global Leadership program and holds a Six Sigma Black Belt. In her spare time, she enjoys hiking, scuba diving, playing guitar and playing with her dog Coco.

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Learning Objectives

Upon completing this webinar, you will be able to:

1. Prepare to embark on the journey to a fully automated FP&A process.
2. Identify three steppingstones needed for a full FP&A digital transformation and what they entail.
3. Recognize the benefits of a streamlined planning process.
4. Explain how to build a foundation for AI adoption for the future of FP&A.

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1

Unified End-to-End xP&A Solution

140

Countries

>$100m

Insight Partners, Jan 2021

60%

YOY Growth (ARR)

250

Business Partners

2,500

Customers

96%

Customer Satisfaction[1]

Gartner®

Top FP&A Cloud Solution Recognized for flexibility and scalability[2]

Gartner peerinsights customers' choice™

BARC

#1 in Customer Business Value[3]

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[1] BARC Planning Survey 19
[2] FP&A Solutions Critical Capabilities Report 2019
[3] Among Global Vendors in BARC Planning Survey 2020

Solution areas

Budget & Forecast
FP&A , annual and rolling planning and reporting

Sales Performance Management
Target setting, quota, commission

Workforce
Employee-level, capacity plan, new hires

KPI & Scorecards
Target setting, dashboards, measurement

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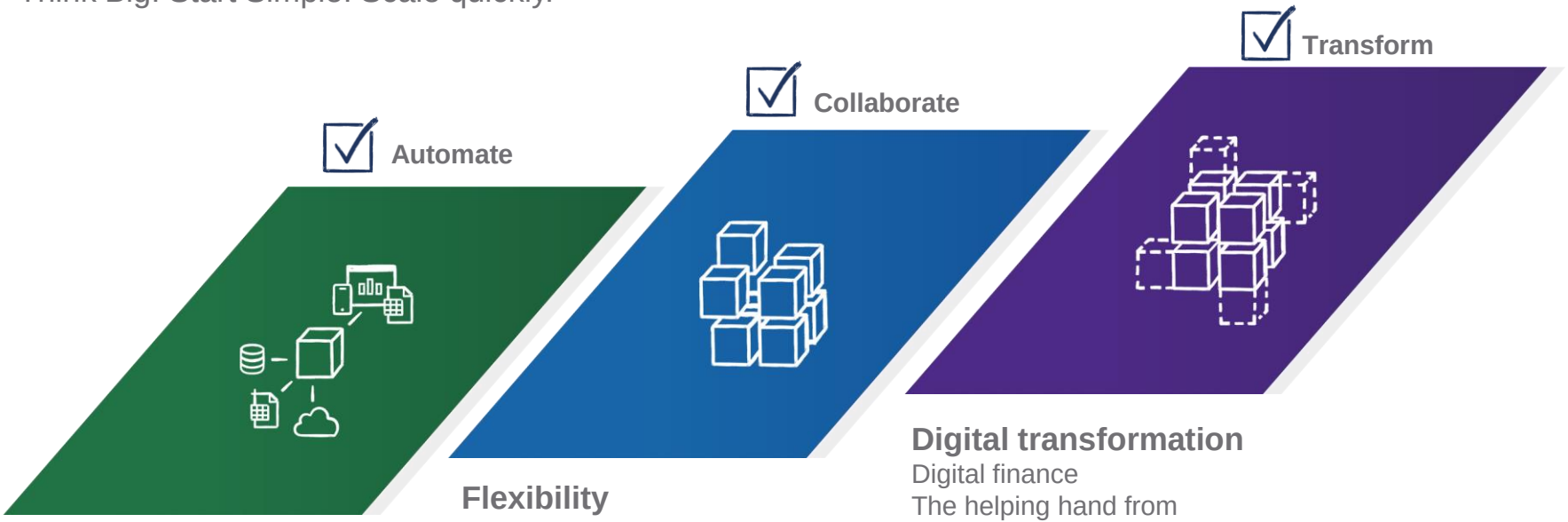
Unlimited Planning

- ◊ Top-down & Bottom-up
- ◊ Driver-based planning
- ◊ Real-Time calculations
- ◊ What-If scenarios
- ◊ AI
- ◊ Workflow
- ◊ Version management

Supporting the Entire Journey to Digitalization

Think Big. Start Simple. Scale quickly.



Practitioners Choice
Excel-like
Business-user focus

Flexibility
Model anything
Connect anything

Digital transformation
Digital finance
The helping hand from
Augmented planning

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Polling Question 1

What tools do you use for your forecasting and budgeting?
(Please select all that apply)

a) Microsoft Excel
b) A solution from my ERP provider
c) A dedicated Enterprise Performance Management solution
d) None of the above

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Polling Question 1 Results (Placeholder)

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Insomniac Digitalization Agenda

- What is EPM & how to start your digital transformation
- Insomniac adoption of an EPM platform → The journey so far

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Insomniac Events Digital Transformation

- Insomniac Events at an inflection point
  - How to digitalize the Finance function for more efficient data collaboration.
  - Leverage our data assets in combination with people to provide better service through the Finance organization.
  - Identification of the need for support beyond Excel.

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Phase 1: Preparation

Roadmap

- Redefine processes and build integrated view of all systems and processes.

Data Management

- Clean, define and enhance data for the future needs.

Messaging

- Share the vision with stakeholders early and often!
- Get the team excited
- Start thinking about additional opportunities to build a better roadmap

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Phase 2: People

Define the Mission

- Moving Finance from reactive to proactive Finance support model, from reporting to strategic partner.
- Change management takes time for people to understand, accept and eventually become part of the solution.
- Start early.

Develop the Mindset

- No longer only reporting after the fact.
- Providing business reason for changes.
- Highlighting risks and opportunities for management to act on.
- Engage early and often with business partners rather than crunch numbers.

Develop the Team

- Align talent with the new roles.

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Phase 3: Automation

Proof of Concept

- Create new version of new process documents and reports to allow for visualization and clarity of vision.

Evaluate the Market

- Align needs with vendor offerings.
- Reviewed 10, shortlisted 6.

System Ownership

- Finance team led implementation to engage team in change management leadership and drive ownership.

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Polling Question 2

How does your organization approach transformation?

a) Finance Driven
b) IT Driven
c) Both

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Polling Question 2 Results (Placeholder)

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The Solution Today: Collaboration

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The Solution Today: Collaboration

- Marketing + Operations Planning
  - Revenue transparency
    - Flexible, Accurate, Nimble
    - Events + Capacity + Constraints + Tickets driving factors to successful planning
  - KPI driven
  - Analytics
    - Expected vs Future vs Actual
    - How can we plan better – Collaboration
    - Alignment on regulatory limitations vs capacity

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The Solution Today: Collaboration

- Finance
  - Expense planning
    - Causation analytics
    - Flexible unit driven plans
    - KPIs: Cost control/Revenue drivers
    - Timely reporting of plan vs actuals
    - Reconciliation

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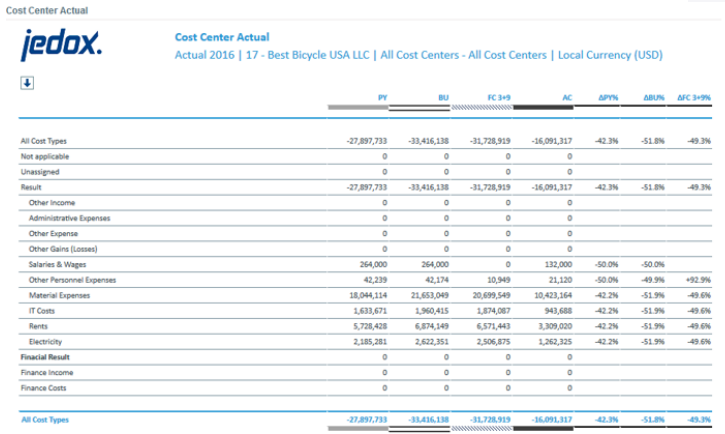
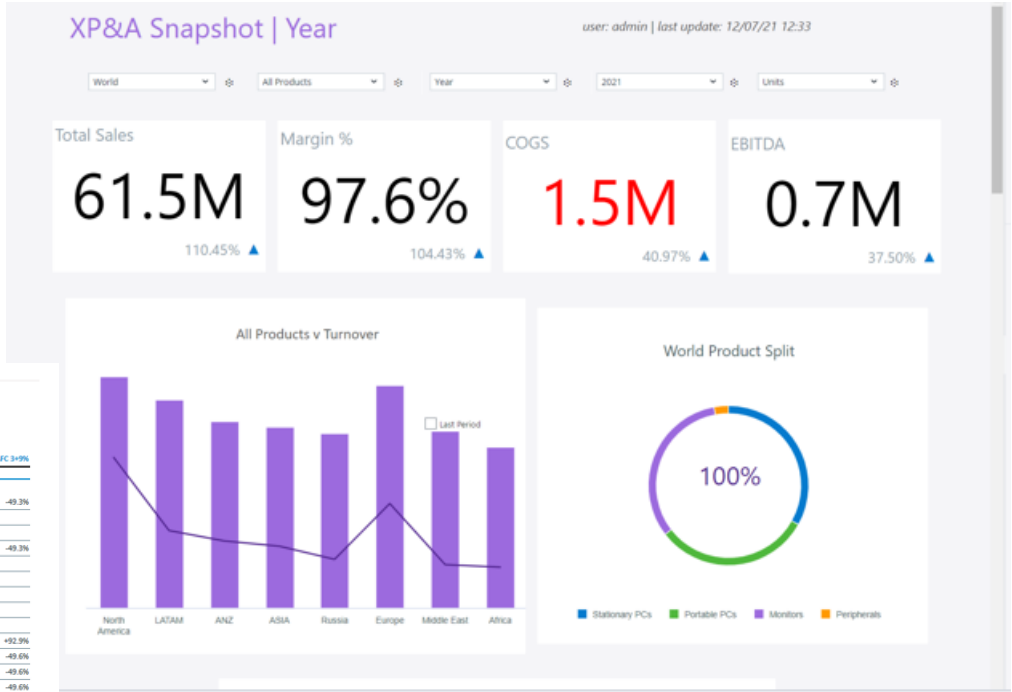
Planning → Visualization

- Compose strategic dashboards
- Provide one version of the data story
- Support all levels of the business
- Expose business levers
- Detailed results real time from planning to visualization





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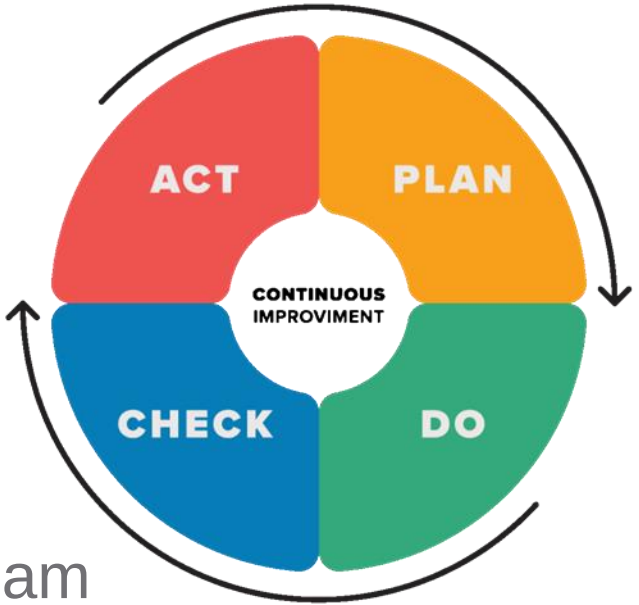
The Solution Today: Collaboration - Summary

- Repeatable, Flexible Process
- Agile with many scenarios supporting decisions across the organization
- Self-managed
- Enabled by the power of the Jedox solution, bringing a unified set of data + a unified corporate planning team



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Polling Question 3

What do you see as your company's biggest challenge on the journey to digitalization?

a) Align people
b) Update driver-based models
c) Data
d) Technology

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Polling Question 3 Results (Placeholder)

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Future of our planning

- Expand + drive accuracy of planning and forecasting process
- Future opportunities:
  - Incorporate all lines of business to streamline reporting
  - Automate balance sheet reconciliation
  - Dashboard/KPI visualization
  - Increase reportability
  - AI – Leverage predictive analytics

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Polling Question 4

Is your organization currently using or planning to use AI/Predictive Analytics as part of its planning processes?

a) No. We have no plans to incorporate AI/Predictive Analytics.
b) No. We are currently evaluating tools for AI/Predictive Analytics.
c) No. We would like to use AI/Predictive Analytics, but our current solution does not support it.
d) Yes. We are currently using an AI/Predictive Analytics tool as part of our process.

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Polling Question 4 Results (Placeholder)

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Summary

- Automate
  - Deciding on a tool and produce enabling data collection and reporting and standardize processes
- Collaborate
  - Design a system to model scenarios with input from all aspects of the business
- Transform
  - Improve and change how your role strategically functions

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Key Takeaways

- Automate
  - Develop a tool to create a data and process foundation to enable planning and decision making.
- Collaborate
  - Beyond finance; enable a planning & reporting system to the outer edges of the business to strategically build a better view of the plan.
- Transform
  - Empower all levels of the organization enabling actionable KPIs showing the levers of the business and transparency to the details.

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Insomniac: Key Takeaways

- Don’t have a failure to launch – commit to the journey
- Find the right solution and commit to its success
- Empower the team from the beginning
- Set key milestones and project deadlines
- Be flexible enough to course correct, and modify the design based on the possible

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Questions & Answers

Use the* Q & A Panel *to send your questions to our panelists.

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Insomniac Events

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Thank You to Our Featured Presenters!

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Final Reminders

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  - Evaluation Survey icon at the bottom of your console
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  - Click the link in your post-event e-mail
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